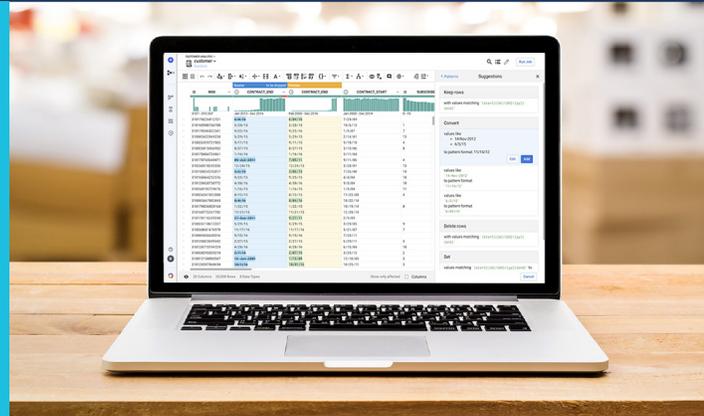


DATAPREP STARTER EDITION

Intelligent, Easy-to-Use Data Preparation on Google Cloud



The Secret to Efficient Analytics

Google Cloud Dataprep by Trifacta is the only native data preparation solution on the Google Cloud Platform that empowers everyday business users to explore and prepare data themselves for analysis, reporting, and machine learning.

With Dataprep Starter, Google Cloud users can access, explore, and prepare diverse data in Cloud Storage and BigQuery for their Data Lake and Cloud Data Warehouse initiatives.

Process datasets of any type and size

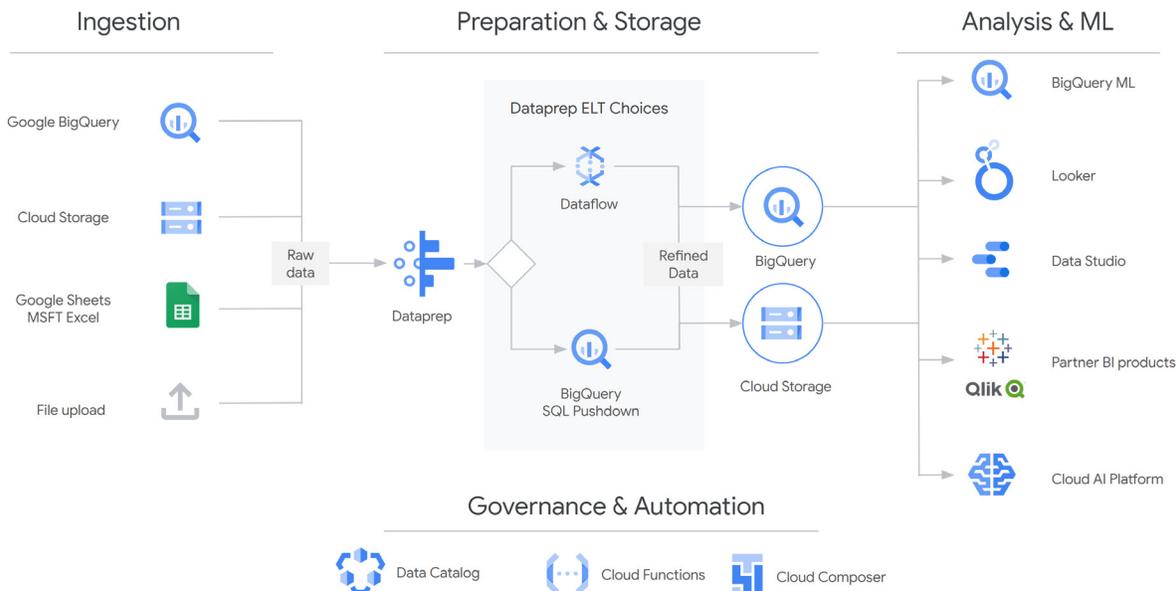
No infrastructure to deploy, no code to write

Key Benefits

Google Cloud Native: Because Google Cloud Dataprep is serverless and works at any scale, there's no infrastructure to deploy, manage, or maintain. That means you stay focused on analysis, not software set-up.

Fast Exploration and Anomaly Detection: Google Cloud Dataprep automatically detects schemas, data types, possible joins, and anomalies, such as missing values, outliers, and duplicates, which allows you to skip time-consuming data proofing and go right to exploration and analysis.

Easy and Powerful Data Preparation: Google Cloud Dataprep automatically suggests and predicts your next ideal data transformation. Once you've defined your sequence of transformations, Dataprep uses Dataflow or BigQuery under the hood to process structured or unstructured datasets of any size with the ease of clicks—not code.



Why Cloud Dataprep Starter?

Rich Transformations: With a click of a mouse, apply complex transformations like aggregation, pivot, unpivot, joins, union, extraction, calculation, comparison, condition, merge, regular expressions, and more.

Visual Profiling: See and explore data through interactive visual distributions of your data, which assist in the discovery, cleansing, transformation, and interpretation of large data volumes.

Predictive Transformation: Dataprep uses a proprietary inference algorithm to interpret how a user wants to transform their data based upon the selection they've made. It automatically generates a ranked set of suggestions, allowing you to fast track your data preparation by simply selecting from the list.

Collaboration: Build collective intelligence by enabling users to work on the same flow objects in real-time or by creating copies for others to use for independent work.

Self-Service Scheduling: Once a data preparation flow has been defined, it can be scheduled to run on a repeated basis or when data updates for continuous accurate data delivery.

Full Integration with Google Cloud: Process data stored in Cloud Storage, BigQuery, or from your desktop. Then, export your refined data to BigQuery or Cloud Storage for analysis, visualization, or machine learning.

Performance: Dataprep utilizes leading data processing frameworks including Photon, Trifacta's in-memory processing engine, Dataflow parallel data processing engine, and BigQuery SQL pushdown.

ABOUT TRIFACTA

Trifacta is the global leader in data preparation. Trifacta leverages decades of innovative research in human-computer interaction, scalable data management and machine learning to make the process of preparing data faster and more intuitive. Around the globe, tens of thousands of users at more than 10,000 companies, including leading brands like Deutsche Boerse, Google, Kaiser Permanente, New York Life and PepsiCo, are unlocking the potential of their data with Trifacta's market-leading data preparation solutions. Learn more at trifacta.com.

For Additional Questions, Contact Trifacta
www.trifacta.com | team@trifacta.com

Experience the Power of Data Wrangling Today
www.trifacta.com/pricing



“We couldn’t accomplish these analytics and automated processes as well before Trifacta. Google Cloud Dataprep by Trifacta enables us to achieve things we couldn’t do before. Trifacta automates tasks that I couldn’t get a human to do. I would have to hire bigger teams to accomplish what we can today.”

James Wilcox, Managing Director, PlusUp



“Google Cloud Dataprep is an intelligent data service that allows users to visually explore, clean and interactively prepare their data. We selected Trifacta to help power this service because it was incredibly advanced, super intuitive for people to use immediately, and had a cloud architecture that integrated naturally with Google Cloud.”

Brian Stevens, CTO, Google Cloud



“Google Cloud Dataprep by Trifacta has enabled several of our analysts and data stewards to automate complex data preparation routines, build large analytical data models, and work with files too large for Excel or Access. This allowed us to avoid piling more work on top of our heavily backlogged data engineering teams and more than doubled our development velocity.”

Matt Bossemeyer, Director of Supply Chain IT Services & Analytics at Premier Inc.